

Aigerim Sharipova Diaz
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SUMMARY

Marketing professional and freelance ballerina skilled in social media managing, SEO, and content optimization. Using both creativity and data to engage the audience and help brand awareness.

WORK HISTORY

“Xan Kyzy” Bridal Shop, Almaty, Kazakhstan Social Media Manager | July 2020 – September 2025

- Created the company's online brand presence to interact with customers and build stronger relationships.
- Developed and executed social media strategies to support and achieve business goals.
- Managed creative media campaigns by coordinating with photographers and creators, while planning budget and timelines.

Irvinsoft Inc., Irvine, CA Marketing Manager | Contractor | March 2025 – May 2025

- Mobile app development indie startup where I focused on not only marketing the Power Receipt Scanner app but also covered company wide marketing strategies that included social media, SEO, blog content, and email outreach to build overall Irvinsoft Inc. brand awareness.
- Created and posted content on Instagram, TikTok, and X, including 2 reels per week, 10 daily posts on X, and regular blog entries, implemented SEO strategies like keyword research, content planning which helped drive 856 new app downloads in three months.

Hollywood Ballet, Los Angeles, CA Ballet Performer | January 2024 – April 2024

- Performed with the company and personally promoted ticket sales through my social media.

Oakland Ballet Company, Oakland, CA Ballet Performer | November 2023– December 2023

- Performed in the NutCracker and ensured a full audience by promoting the event and selling tickets through my personal Instagram and TikTok contributing to 35 ticket sales.

SF Dance Gear, San Francisco, CA Sales Associate | January 2024 – April 2024

- Worked as a sales associate while also creating and managing social media posts to engage with clients.

SKILLS

- Social Media Management
- Video Editing (Reels, TikTok)
- Content Editing (CupCut, Canva, iMovie)
- Associated with and have managed professional performances and events
- Adaptable to trends to stay relevant to modern world
- Strong networking skills
- Led workshops and training sessions for ballet
- Fluent in Russian and English

EDUCATION

San Francisco State University : San Francisco, CA | January 2022 - May 2023 **Bachelor of Arts: Dance**
Skyline Community College: San Bruno, CA | January 2022 - May 2023